FSC-160-B	10/30/97	PARTIAL DISTRIBUTION
SUBJECT: DORAL Box 100s Introduction		

DISTRIBUTION:

X AVP	X KAM	X DM
X RSM	X AM	X RM
X RBM	X AE	___ Sales Rep
X ROM		___ Retail Rep

11	X	21	X	51	___	62	___
12	___	22	X	54	___	63	___
13	X	23	___	56	___	66	___
16	___	26	___	58	___	67	___
17	___	29	X			69	___
18	X						

Objective: Introduce DORAL Box Full Flavor 100s and DORAL Box Light 100s in the following regions:

1100 - Boston
1300 - Philadelphia
1800 - Cincinnati
2100 - Winston-Salem
2200 - Atlanta
2900 - Richmond

Purpose: Broaden DORAL's business-building opportunity into the growing Savings Box 100s category.

- Branded Savings Box 100 category has increased 20.0% nationally in the last year.

Field Sales Involvement

Sell direct accounts two new styles of DORAL Box 100s and utilize pre-booking allowance of 25¢ to pull product through direct accounts to retail.

Product and Packaging

- Box 100s packaging graphics closely tied to current soft packs with the addition of a gold box below the DORAL name and large box copy on the pack, face, top and bottom.
- Both styles of Box 100s have cork filters (consistent with our DORAL Full Flavor and Lights 100s soft pack styles) which will be competitive with GPC Box 100 styles.

Sales Objectives/Strategies

- Obtain distribution during normal coverage with emphasis on pack outlets and cigarette tobacco stores during November - December 1997.
- Gain trial via display/product positioning and strong price communication with new DORAL Box 100 POS.
  - In pack outlets, merchandise on PCD with DORAL brand family.
  - In carton outlets, merchandise on pack and carton fixtures with DORAL brand family.

Case Allowance

- No case allowances for DORAL Box 100s. Leverage wholesale and retail partners programs.

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Pre-Booking Allowance

- A 25¢ per carton pre-booking allowance will be available for this introduction.
  Reporting/Payment Code: DOR BX 100 PREBK Rate: .25
  Reporting Dates: 11/3 - 1/02/98

Shelf Life

- DORAL Box 100s will have standard shelf life.

Shipping Dates

- Product in Public Warehouses: November 3, 1997
- First Ship Date to Direct Accounts: November 10, 1997
  (See Attachment A - Direct Account Fact Sheet)

Pricing/Promotion

- The current DORAL ceiling strategy will be the only promotional support for the introduction of the new DORAL 100 Box styles. Use new DORAL Box 100 pricing POS pieces to communicate price to consumers as follows:

  POS Support/Materials

*	#537572	DORAL Box 100 19" Canopy Card	1/SKU
*	#537584	DORAL Box 100 24" Pkg. Merch. Card	1/SKU
*	#537602	DORAL Box 100 Small PPD Card	1/SKU
*	#537611	DORAL Box 100 Dump Bin Riser Card	1/SKU
*	#537704	DORAL Box 100 Price Wobbler	1/SKU
*	#502100	DORAL FF Box 100s Carton End Labels	1 sheet/SKU
*	#502094	DORAL Lt Box 100s Carton End Labels	1 sheet/SKU
*	#489581	DORAL FF/Lt Box 100s Pack Tags	1 sheet/SKU
*	#489611	DORAL FF Box 100s Repack	1 sheet/SKU
*	#489623	DORAL Lt Box 100s Repack	1/SKU

** Available in GATX for shipment 11/17/97.*

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Attachment A

DORAL Full Flavor Box and Lights Box 100's

Direct Account Fact Sheet

Two DORAL brand line extensions, DORAL Full Flavor Box 100s and DORAL Light Box 100s, will be made available in your market for order on 11/3/97 with the first ship date to direct accounts on 11/10/97.

Pricing

DORAL Full Flavor Box 100 and Light Box 100 styles will be available in 6M cases. List prices and terms will be the same as current styles of DORAL.

	Carton	(6M) Case	List Price
DORAL Full Flavor Box 100's	$10.39	$311.70	$51.95/M
DORAL Light Box 100's	$10.39	$311.70	$51.95/M

Product Dimensions and Weights

	Length	Width	Height	Cube (ft.)	Weight
DORAL Box 100's					
Pack	2.2188"	.9375"	3.9688"	0.004	1.067 oz.
Carton	11.125"	1.875"	4.0625"	0.041	11.47 oz.
6M Case	20.375"	11.437"	11.187"	1.630	21.27 lbs.

UPC Information

Style	Pack	Carton	6M Case
DORAL Full Flavor Box 100's	12300 22079	12300 22080	12300 22081
DORAL Light Box 100's	12300 22082	12300 22083	12300 22084

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